

# Recruiting “Hard to Fill” Positions, Where to Start



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BY JENNIFER  
MORGAN

# Agenda

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1. What does “Hard to Fill” Positions mean?
2. How to Start, Back to the Basics
3. Competitive Strategies



# “Hard to Fill” Positions: What does this mean to your organization?

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- I. Situation
- II. Economy
- III. Budget
- IV. Location
- V. Job Requirements/Education/Duties degrees of difficulty

# How to Start: Back to the Basics

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- What tools do you have and what tools do you need?
- What does the Employment Branding say about your company and how can you change that internally and externally for recruiting purposes?
- How are you measuring your Recruiting Department's success?
- What are your winning Strategies?

# Tools:

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RPO

Social Networking

Online tools

Career fairs

Marketing externally using agencies for print ads, Radio Ads, and Media

Employee Referral Bonuses

Conferences for Training (Sourcecon)

Agencies to partner with: State, local, Fed

Staffing Firms



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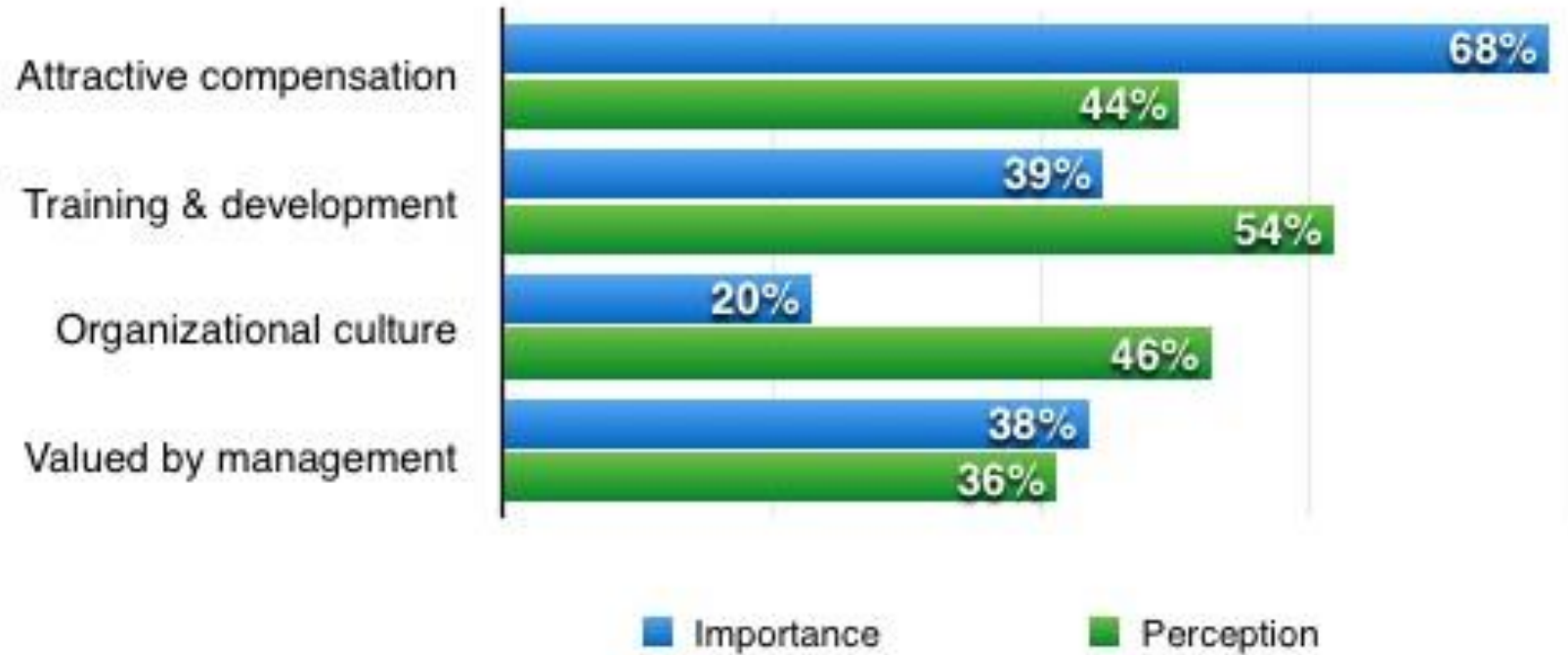
# Employer Branding

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“Strong employer brands do more than simply fill open positions: They speak not just to job-seekers but also to current employees and even consumers. They set the company apart from its competitors, increase worker engagement, and improve retention. Futurestep’s survey found that **the qualities that provided the best competitive advantage were organizational culture (63 percent) and employer brand (26 percent).**” \*1



### Importance vs. perceptions



1\* <http://www.ere-media.com/ere/the-state-of-employer-branding-today-and-tomorrow/>

# Recruiting Ratios to Consider

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<http://accolo.com/hiring-calculator/>

The Recruiting Cost Ratio (RCR) is more effective than traditional Cost per Hire calculation models because it factors variations in job function, skill levels, labor marketing conditions and industry variables.

<http://recruitloop.com/blog/7-recruiting-metrics-you-should-really-care-about/>

- 1. Time to Hire**
- 2. Sourcing Channel**
- 3. Cost of Hire**
- 4. Retention**
- 5. Open Vacancies vs Positions Filled**
- 6. Offer : Acceptance Ratio**





## **Talent Acquisition (TA) is spending too much time and money on backfills.**

- Talent acquisition is currently spending an average of 45% of their time on backfills.
- Time to hire is now averaging 50 days,
- The cost per hire average was \$4,200 per hire,
- An eye-opening 28% of respondents do not currently track cost per hire,
- Nearly 10% said they had no idea how much their cost per
- hire was.



# Competitive Winning Strategies:

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- How is HR viewed within the company?
- Is HR a true partner of the business?
- How well do HR professionals within a company know the business and its changing needs?
- How do the senior most manager/leader of the company see/view HR?
- When he/she speaks about key decisions, does this leader include the fact that he/she consulted with HR partners?

<https://www.ziprecruiter.com/blog/hr-and-recruiting-how-to-measure-success/>



## **Competitive Workforce Strategies: When Competing to Win Top Talent**

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**A workforce (or human capital) strategy is a form of asset management, the sum of actions taken to acquire, retain, develop, motivate, and deploy human capital in the service of an organization's mission.**

**A lack of strategy behind a workforce plan will make it difficult to retain your top talent, decrease motivation in the company, decrease moral, and make it difficult to find top talent willing to work at your company.**

# The adverse consequences of not having a workforce strategy:

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- A lack of insight and poor, inconsistent or ad hoc people decisions
- A waste of resources (e.g., could include paying the wrong people too much and the right people too little)
- Locking in low performers by over delivering, and pushing out high performers by under delivering on expectations
- Operational inefficiencies, poorer performance, excessive vacancies and lack of capability resulting in dissatisfied customers
- Lower engagement levels and increased turnover



# Competitive Sourcing Strategies



## **Five Tips for Employee Sourcing:** Lou Adler, Monster Contributing Writer

- 1. Define The Job, Not The Person**
- 2. Have a Strong Basic Pitch**
- 3. Write Compelling Advertising**
- 4. Work Efficiently with Resume Databases**
- 5. Network**

<http://hiring.monster.com/hr/hr-best-practices/recruiting-hiring-advice/employee-sourcing-strategies/employee-sourcing-tips.aspx>

# Competitive Strategies for Marketing Departments collaborating with Recruiting

# Infographics for Recruiting:

<http://recruiterbox.com/blog/8-useful-recruitment-infographics/>

<http://socialmeep.com/infographic-the-social-recruiting-pocket-guide/>

<http://www.staff.com/blog/social-media-for-recruitment-infographic/>



What is your company doing to post infographics about your recruiting department online through social media or on your website?

[https://www.jobvite.com/wp-content/uploads/2014/10/Jobvite\\_SocialRecruiting\\_Survey2014.pdf](https://www.jobvite.com/wp-content/uploads/2014/10/Jobvite_SocialRecruiting_Survey2014.pdf)

# Questions?

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THANK YOU! FEEL FREE TO EMAIL JENNIFER MORGAN AT :  
[JENNIFER.MORGAN@SPRINT.COM](mailto:JENNIFER.MORGAN@SPRINT.COM) OR CALL: 785-550-5835 (CELL)